

CABINET MEMBER UPDATE		
Overview and Scrutiny Committee (Adult Social Care) – 5 September 2023		
Councillor	Portfolio	Period of Report
Ian Moncur	Health and Wellbeing	June – Aug 2023

Public Health

LWS Recommissioning

I received a report on LWS recommissioning. On 31st March 2024, existing contracts for the Living Well Sefton (LWS) Community Service and the Specialist Stop Smoking Service 'Smokefree Sefton', will expire. Both services are core components of the overall LWS Service and are complimented by both the weight management services provided by Sefton Council's Active Sefton weight management team through an internal service level agreement, and by the Sefton NHS Health Check Programme. Aligned to the Smokefree Sefton Service, funded by Public Health is a dedicated Smoking in Pregnancy Midwife, based at Mersey and West Lancashire Teaching Hospital NHS Trust. The current contract arrangement will expire on 31st March 2024.

The purpose of the report was to seek approval to undertake a tender exercise to re-procure the Living Well Sefton Community and Smokefree Sefton services. This would include revised specifications aligned to the latest national and local policy drivers, including local research and a recent consultation and engagement programme identifying current local need.

The replacement contracts for the Smokefree Sefton and the LWS Community Service will both be for a 3-year core period, with the option to extend for up to 2 (individual) periods of 12 months. (3+1+1)

- I approved for Public Health to undertake a tender process to recommission the Living Well Sefton Community Service (LWS) with intention to contract the service for a 3-year core contract period commencing April 1st 2024, with the option to extend for a further two, one-year extensions.
- I approved for Public Health to undertake a tender process to recommission the Specialist Stop Smoking Service 'Smokefree Sefton', for a 3-year core contract period commencing April 1st 2024, with the option to extend for a further two, one-year extensions.
- I approved the delegation of authority for the Director of Public Health in consultation with myself to authorise a waiver to recommission a specialist stop smoking in pregnancy midwife based at Mersey and West Lancashire

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Teaching Hospital NHS Trust, for a 3-year core contract period commencing April 1st 2024, with the option to extend for a further two, one-year extensions. The total expenditure for the 5-year potential contract period will not exceed the Light Touch Regime threshold.

- I approved for the Director of Public Health in consultation with myself to be granted delegated authority to award the contracts resulting from the procurement and waiver processes and to award any extension options available.

Breastfeeding Update

The report provided an update on breastfeeding in Sefton, including a review of breastfeeding rates and associated inequalities, along with an update on Sefton Councils refreshed breastfeeding policy.

Focused areas of breastfeeding work are summarised below:

Baby Friendly Initiative (BFI): Sefton was awarded full BFI Accreditation in March 2021 and is aiming for Gold award by Spring 2024.

Specialist Infant Feeding Service: Established prior to COVID-19 to increase maintenance of breastfeeding and addressing inequalities, the service is working with approximately 350 contacts per quarter.

Volunteer Breastfeeding Peer Support: Available through 36 active volunteers at the Feelgood Factory.

AbA Project: A research project that Sefton are participating in 'Assets based before and After feeding support', supporting mothers from the antenatal through to postnatal period. 80 women have been recruited, with a further 7 Infant feeding helpers trained and 8 active volunteers.

Initiatives to address Inequalities in Breastfeeding Rates:

The table below demonstrates breastfeeding rates at 6 - 8 weeks maintenance, which demonstrates inequalities between the average rate for Sefton and more deprived areas:

Locality	2020 -21	2021-22	2022-23
Sefton	35.5%	38.1%	35.4%
Netherton	24.5%	20.7%	22.5%
Bootle	9.4%	9.8%	11.8%

The service has therefore introduced several measures and initiatives to reduce inequalities:

Community Engagement – Within the area of Bootle to establish what would make breastfeeding an easier or more desirable option.

Infant Feeding Champions – Infant Feeding Champions have been introduced within each area of Sefton to advocate for breastfeeding in their community.

Incentive Scheme – Introduced at drop-in clinics in Netherton and Bootle to encourage attendance and consideration of breastfeeding. Mothers are issued with 3 incentive packs, which include Book Start books, oral hygiene products, nappies and knitted baby items.

Additional Clinics - 2 new feeding clinics have been introduced in Bootle.

Breastfeeding Welcome Scheme - The scheme has been reinvigorated with support from Mersey Care with development of a new policy, rebranding using UNICEF logos, and purchase of window stickers and resource packs for venues.

Nans in the Know – Acknowledging that new parents seek advice from their own mothers, coupled with grandparents providing childcare for working for parents, these sessions aim for messaging around breastfeeding to be taken back into the extended family.

All Breastfeeding Matters – Drop-in group in Bootle aimed at expectant parents with questions about infant feeding.

South Sefton GP Training - The Infant Feeding Lead delivered training during a GP Protected Learning Time Conference in March 2023.

LGBTQ Partnership Working - Links have been made with Dr Anna Hunter to look at collaborative working and sharing of resources and pathways to support the LGBTQ community with infant feeding choices.

Supporting Families with infants experiencing Poverty / Suffering with Food Insecurity – There has been feedback from Professionals regarding some infant feeding practices that are being driven by poverty and food insecurity. As a result, the Infant Feeding Lead is in the process of setting up a working group to look at this issue and how it can be addressed.

Additional Workstreams / Insight

The Infant Feeding Lead is supporting the Obesity and Safer Sleep agendas. The service is also delivering a simulation training package to support the 0-5 workforce to deliver safe sleep messages. A comprehensive training package has also been updated, available across the 0-19 workforce, with a focus on supporting continued breastfeeding.

Sefton Councils Updated Breastfeeding Policy

Supported by Mersey Care's Infant Feeding Lead, the Public Health Team have been working with Personnel to update the Councils breastfeeding policy. Utilising guidance from ACAS on 'Accommodating Breastfeeding Employees in the Workplace' and following a consultation and engagement exercise through the Womens Network, the policy is in its final draft and has been approved by Personnel. Work is now being carried out between Personnel and Health and Safety to identify appropriate spaces, with the policy being put into circulation once this piece of work is complete.

Health Checks Option Appraisal

This briefing paper considered options to pilot new approaches to delivery of NHS Health Checks in Sefton. There have been changes to the requirements for NHS Health Checks programmes and challenges to delivery of these within the current community delivery model, which include requirements for all information to be recorded on the electronic patient record. Approval has been given to work with Primary Care Networks in Sefton to develop and pilot a new model for NHS Health Checks, with the aim of increasing uptake of NHS Health Checks and broadening access to reduce impacts on health inequalities, through making use of resources within the current community delivery team and within primary care in Sefton.

Staff Flu

As additional protection against seasonal illness, Sefton Council offer free flu vaccinations to staff who are not eligible for inclusion in the NHS National vaccination programme. 2022/2023 saw a reduced level of staff vaccination uptake in part due to temporary inclusion of all adults aged between 50 and 64 in the NHS vaccination programme during the Covid-19 pandemic. Measures were introduced to include health adults aged 50 to 64 as part of the Covid-19 response in 2020 and remained in place through the 2021/2022 and 2022/2023 flu seasons resulting in more Council staff qualifying for the NHS National Flu Vaccination Programme.

The 2022/2023 staff vaccination offer was based on an e-voucher system that staff could download from the intranet and taken to one of eleven participating community pharmacies throughout Sefton to receive the vaccination. Of the 223 vouchers downloaded, 58 staff presented to pharmacies for vaccination, 14 of whom turned out to be eligible for the NHS Programme, making a total of 44 individuals vaccinated through the staff programme.

Sefton Public Health Team are currently in the process of planning a staff vaccination offer for 2023/2024. The temporary measures to include all adults aged 50 to 64, introduced in 2020, have now ended and therefore the expectation is that take up of the staff flu offer will increase returning to pre-Covid-19 pandemic levels.

Public Health Risk Register

The Director of Public Health shared the departmental risk register. Mechanisms are in place to mitigate against the key risks.

Leisure

Leisure Update (July)

The report updated on the activity and progress throughout May / June 2023.

As of 31st May 2023, there were a total of 13,328 members, a slight increase from the last report. This is an increase of 6,096 since reopening in April 2021 and an average of 244 additional members per month. Direct debit income has increased accordingly.

At Bootle Leisure Centre, the Sports Hall roofing work is now out to tender. Tenders close on 9th June, with the preparation of contracts early July and contract commencement 24th July. The project period is 10 weeks, with an estimated completion date of Friday 29th September 2023. A new sauna has been installed at Meadows Leisure Centre, which will alleviate issues caused by the old one.

Work continues on the Bunk Barn construction at Crosby Lakeside, with the final disruption to the day-to-day operation occurring at the end of June when the timber and roof structures need to be lifted onto the roof. Promotional work has already started on the Bunk Barn and once complete, it will house up to 39 guests, with a choice of accommodation packages ranging from room only through to a full package of accommodation, meals, and activities.

In April, Lakeside launched its Pay & Play activities on the lake, giving customers the opportunity to just turn up and try out a variety of activities ranging from canoeing, kayaking to paddleboarding and rowing. The uptake and feedback for the Pay & Play sessions, which are on every weekend from April to September and every day through the holidays, has been fantastic, bringing a real buzz to the facility. Between July and September, Lakeside embarks on its ambitious but exciting summer activity programme. "Summer on the Lake 23" will see activities taking place every day throughout the holidays, with 3-hour sessions.

Splash World re-opened to the public on Saturday 27th May for half term, with over 7,000 visitors attended that week. The new website launched, and Splash World has now moved to online bookings, which has greatly assisted the flow of users arriving at the Centre and much improved the queue management. The Centre achieved over £80,000 in income for the half term week and over 35,000 visitors to the new website. This is an encouraging start for Splash World and all staff deserve huge credit in enabling a smooth re-opening, supporting each other throughout the week.

Splash World will also be hosting inclusive 'Quiet Night' sessions for children and young people with varying disabilities. These specific nights are held monthly and

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are designed to give access to the whole family of a disabled child by allowing free carer access. Dates will be announced shortly.

Litherland Sports Park played host to a British Cycling event in May, with over 500 people attending. This was followed by a Liverpool Morris Dancers event hosted at the site in June, which saw troops attending from all over the Northwest and over 800 people attending.

At Netherton Activity Centre, Liverpool Chest Clinic had a portable Clinic based in the car park for a full month, with the NHS offering people in the community CT scans to detect many illnesses, including those in the chest.

Following the ICT network and hardware audit, work continues to improve the ICT infrastructure across Leisure. In addition to the re-cabling at Bootle Leisure Centre, the team are in the process of moving the communications box at Crosby Lakeside Adventure Centre. A meeting has also been held with ICT to discuss the development of the Active Sefton Website and to move forward on the re-procurement of Leisure's CRM system.

There have unfortunately been delays to the Building Management System upgrade due server issues. ICT are working closely with Agilisys to resolve these issues. Once a server has been agreed and set up, the project will be 2 weeks away from completed.

All targeted health and wellbeing service, both for children and adults, remain at full capacity with a high number of referrals. Between April - May, there were 892 referrals onto the Exercise Referral Scheme, which is a 34% increase compared to April – May 2022, and 270 people on the waiting list for NHS Health Checks. There are also high levels of referrals also being received for the MOVE IT children's weight management service. Delivery continues to be adapted to allow residents to access as soon as is feasible without compromising the programmes.

Active Workforce continues to support Sefton Council staff, and staff from other participating organisations, through its extensive health and wellbeing offer.

Be Active summer holiday programme is taking place across leisure centres throughout the 6-week holidays. Sessions include sports and games camps, ditch the stabilisers sessions and football camps in partnership with LFC Foundation. In addition, Park Nights returns for an 8-week programme taking place in parks across the borough identified in partnership with Merseyside Police and Area Coordinators to provide diversionary activities.

Work is continuing as part of the All Together Active physical activity subgroup, covering Cheshire and Merseyside, working towards enabling more residents to be more active. This has included developing thematic groups around Active Travel, Workplaces, Start Well, Live Well, and Age Well. As the work develops, funding

opportunities are being explored for Place based work to address health inequalities through physical activity at various life stages.

The consultation for the new physical activity strategy for Sefton continues, with a good response to the online survey, which is open until 7th July. Working with consultants, Miova, Leisure hosted a 'Collaboratory' event at The Lake House on 4th July, which brought together partner organisations and community groups to discuss what collective can be achieved to tackle health inequality through physical activity. The aim is for the strategy to be launched in Autumn, with further details to follow in due course.

Procurement of Leisure Management System

The report relates to the need to replace the IT system used to support the operation of the Council Leisure Facilities. It highlights the proposed procurement route with a view to ensuring an appropriate and best value contract and system are in place for the ongoing management of Leisure Services, in line with business requirements.

The report sought permission from Cabinet Member (Health and Wellbeing) to authorise the Assistant Director of People (Communities) to conduct a procurement exercise for a replacement system, whilst granting delegated authority, in consultation with the Cabinet Member for Health & Wellbeing, to award the Contract(s) resulting from the procurement and extension thereof.

The new system will be funded through existing revenue budgets over the period of the contract.